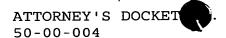
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WHAT IS CLAIMED IS:

- A Internet based performance measurement system, comprising:
- a server operable to receive performance perception data from a client corresponding to a performance query;
 - a database comprising a metric corresponding to the performance query, the metric comprising actual performance data corresponding to the performance query; and
- a performance engine operable to access the performance perception data and the metric, the performance engine operable to compare the performance perception data to the metric to determine variations between a client perception of performance and actual performance.
- 15 2. The system of Claim 1, further comprising a reporting engine operable to generate a report of the variations.
- The system of Claim 1, wherein the performance
 data corresponds to a plurality of metrics.
 - 4. The system of Claim 1, further comprising a survey generator operable to generate and transmit a communication to the client corresponding to the performance query.
 - 5. The system of Claim 4, wherein the survey generator is operable to access client data to determine a time to generate the communication.
 - 6. The system of Claim 4, wherein the survey generator is operable to transmit the communication to a plurality of client personnel.

7. The system of Claim 6, further comprising a reporting engine operable to generate a report of the variations for each of the client personnel.

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8. A method for Internet based performance measurement, comprising:

generating a performance query web page having a performance query;

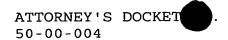
receiving performance perception data from a client corresponding to the performance query;

retrieving a metric corresponding to the performance query, the metric comprising actual performance data; and

comparing the performance perception data to the metric to determine variations between a client perception of performance and actual performance.

- 9. The method of Claim 8, further comprising generating a performance report of the variations.
- 10. The method of Claim 8, further comprising:
 generating a communication corresponding to the
 performance query web page; and
 transmitting the communication to the client.
- 11. The method of Claim 10, wherein transmitting comprises transmitting the communication to a plurality of client personnel.
- 25 12. The method of Claim 11, further comprising generating a performance report of the variations for each of the plurality of client personnel.

- The method of Claim 8, further comprising: determining a time to generate a communication
- corresponding to the performance query from client data; and
- transmitting the communication to the client at the 5 determined time.
 - The method of Claim 8, wherein receiving the performance perception data further comprises:
- identifying one or more of the metrics corresponding 10 to the performance perception data; and
 - routing the performance perception data to the corresponding identified metrics.





15. A method for performance measurement of a service provider, comprising:

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generating a performance metric;

receiving actual performance data corresponding to the performance metric from the service provider;

generating a performance query corresponding to the performance metric;

receiving performance perception data associated with the performance query from a client; and

- comparing the performance perception data to the 10 performance metric to determine a difference between client perception and actual service provider performance performance.
- The method of Claim 15, further comprising 15 16. transmitting a communication to the client notifying the client of the performance query.
- The method of Claim 16, wherein the client 17. transmits the communication to one or more 20 personnel, the client personnel providing the performance perception data.
 - The method of Claim 15, further comprising:
- providing access to the performance query via a 25 performance query web page;

generating a communication associated with an Internet address of the web page; and

transmitting the communication to the client.

- 19. The method of Claim 15, further comprising generating a performance report of the variations.
- 20. The method of Claim 15, wherein receiving the performance perception data comprises receiving the performance perception data from a plurality of client personnel, and further comprising generating and displaying a performance report corresponding to the performance perception data received from each of the plurality of client personnel.